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CENTRAL FAX CENTER

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE <sup>SEP 28 2005</sup>

Application Number	09/849621	Docket Number	DT.0102
Filed	05/05/01	Group Art Unit	3623
Examiner	Tariq R. Hafiz	Customer No.	23669
Application Title	APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION		
First Named Inventor	Phil Delurgio		

FACSIMILE COVER SHEET

To: Commissioner for Patents - Central Fax Number  
Fax Number: 571-273-8300

From: HUFFMAN PATENT GROUP, LLC  
Fax Number: (661) 460-1986

Pages: 4 (including this cover sheet)

Dear Sir:

Please accept the attached correspondence for the above-identified matter. I hereby certify under 37 CFR 1.8 that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date of signature shown below.

Respectfully submitted,  
HUFFMAN PATENT GROUP, LLC

/ Richard K. Huffman /

By: \_\_\_\_\_

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Registration No. 41,082  
Tel: (719) 575-9998

09/28/2005

Date: \_\_\_\_\_

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**RESPONSE A - REPLY TO OFFICE ACTION**

**VIA FACSIMILE: 571-273-8300**

Mail Stop AMEMDMENT  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action of 06/28/2005, with a shortened statutory period of response set to expire 09/28/2005, Applicant responds as follows.

**Remarks/Arguments** begin on page 2 of this paper.

**Conclusions** begin on page 3 of this paper.